

ABSTRACT

Disclosed is a carrier core material for an electrophotographic developing agent, which comprises 100 parts by weight of a ferrite component represented by a formula (A) and 0.1 to 5.0 parts by weight of  $ZrO_2$  that is present in the ferrite component without forming a solid solution, and which has a magnetization, at 1000 ( $10^3/4\pi \cdot A/m$ ), of 65 to 85  $Am^2/kg$  and an electrical resistance, at an applied voltage of 1000 V, of  $10^5$  to  $10^9$   $\Omega$ .



wherein x, y and z are each expressed in % by mol and are numbers satisfying the conditions of  $40 \leq x \leq 60$ ,  $0.1 \leq y \leq 10$  and  $x+y+z=100$ . Also disclosed is a two-component developing agent comprising a coated carrier, which is obtained by coating the above carrier core material with a resin, and toner particles. Further disclosed is an image forming method comprising developing an electrostatic latent image formed by the use of an alternating electric field, with the two-component developing agent. The carrier core material and the coated carrier have high magnetization and high resistance. According to the two-component developing agent of the invention, an excellent image can be formed.